

5c Spools of  
Clark's "O."  
N. T. Cotton  
Six Spools 19c  
THIS COUPON  
and 19c for six  
spools of Clark's  
"O. N. T." Cotton;  
all numbers; black or  
white.  
Limit—six spools to  
a buyer. (T.)

Men's 19c  
Undershirts  
9c  
THIS COUPON  
and 9c for men's reg-  
ular 19c Ribbed Lisle  
Athletic Undershirts.  
In plain white only.  
Limit—5 to a buyer.  
(T.)

Women's 50c  
Union  
Suits  
29c  
THIS COUPON  
and 29c for Women's  
50c Gause Cotton  
Union Suits; low  
neck and sleeveless;  
lace trimmed or tight  
panta. Regular and  
out sizes. (T.)

Women's 25c  
"Cumfy-Cut"  
Vests, 12½c  
THIS COUPON  
and 12½c for Women's  
25c "Cumfy-Cut"  
Vests; in lisle  
and cotton; low neck  
and sleeveless; regu-  
lar and out sizes.  
Limit—2 to a buyer.  
(T.)

STORE HOURS: Open at 8:45 A.M.; Close at 5:30 P.M.

"IT PAYS TO DEAL AT GOLDENBERG'S"  
**Goldenberg's**  
SEVENTH AND K "THE DEPENDABLE STORE"

Infants' 25c  
Lisle  
Stockings  
5c pair  
THIS COUPON  
and 5c for infants' regu-  
lar 25c Lisle Stockings; fine rib-  
bed; small sizes only.  
Blue, pink and tan. (T.)

Women's 50c  
Silk  
Stockings  
29c pr.  
THIS COUPON  
and 29c for Women's  
50c Silk Stockings; in black  
and leading spring  
shades.  
Limit—3 pairs of a  
buyer. (T.)

Men's 12½c  
Hosiery  
35c ½ doz.  
THIS COUPON  
and 35c for half a  
dozen pairs of Men's  
Half Hosiery; black  
and plain colors;  
double heel and toe.  
Regularly 12½c a  
pair. (T.)

15c cans of  
Talcum  
Powder  
9c  
THIS COUPON  
and 9c for 15c can  
of Wisteria Talcum  
Powder; superior  
grade, with the new  
Wisteria perfume. (T.)

# Entire Stock of A. L. FALK & CO. 917 F Street N.W. Consisting of Women's High-Class Suits, Dresses, Waists, Skirts, &c., on Sale Tomorrow At 40c and 50c on the Dollar

We have purchased and will put on sale tomorrow morning the entire stock of A. L. Falk & Co., 917 F Street, one of the best known Women's Specialty Stores in this city. Naturally, we were anxious to purchase this splendid stock of women's ready-to-wear apparel to give our customers a bargain treat that will stand unequalled in the history of this city's retailing. All in all, it is one of the greatest opportunities known in years, for it means the offering of thousands of dollars' worth of the newest and choicest garments of the season at prices positively 40c and 50c on the dollar.

It's all brand-new, up-to-date merchandise. Mr. Falk, whose Specialty Store on F Street, near Ninth, was well-known to every Washington shopper, carried a stock of the newest and choicest "up-to-the-minute" styles. Please bear this in mind—the stock on sale at Goldenberg's tomorrow is the cream of the season's smartest and most approved styles, all bought for this season's business. The fact that Mr. Falk never carried over any garments from one season to another makes this sale event doubly attractive.

Think of buying, right at the beginning of the spring season, smart, stylish suits, dresses, waists, skirts and other wearing apparel at savings of half price and more. Such an event, coming right when such goods are in greatest demand, is of extraordinary bargain interest and should arouse the buying enthusiasm of Washington's thrifty shoppers as no other event of its kind for years.

## The A. L. Falk & Company's Stock of Beautiful Silk Dresses

Presenting Values That Easily Surpass Any Ever Offered

All are brand-new spring and summer 1915 models—all are perfect in every detail; the embodiment of smartness and good taste. Materials include the following favored silks:

Crepe de Chine, Crepe Meteor, Silk Faille, Silk Poplin, Chiffon Taffeta, Satin Duchesse, Charmeuse, Satin Messaline and Plaid Taffetas.

Lot 1—Choice of Dresses  
Sold by A. L. Falk & Co.  
Up to \$10.00 for  
**\$4.95**

Lot 2—Choice of Dresses  
Sold by A. L. Falk & Co.  
Up to \$22.50 for  
**\$7.75**

The assortment embraces all the new, distinctive styles of the season, including the Zouave Frock, the Belgian Blouse, the Military Maid, the Tipperary Molly, as well as the smart Empire, Demi-Empire and Eton effects; the stunning "Sport Wear" model, the jaunty Country Club and a score of the always desirable tailored and trimmed designs. All sizes. All the new shades and combinations.

## The A. L. Falk Company's Stock of High-Grade New Spring Suits In Three Lots—At Sensationally Low Prices

The reputation of this well-known Specialty Store for up-to-date styles and distinctive models in women's tailored suits is fully recognized by the women of Washington. You are now offered the opportunity of choosing from this admirable collection of smartly styled and perfectly tailored garments at unprecedented savings. Suits of the newest style and most exclusive character, showing all the little niceties of tailoring found in the best models.

All sizes; all colors; all styles to suit every woman, will be found in this sale.

Lot One—  
Choice of Suits  
Sold by A. L. Falk & Co. up to \$20  
**\$8.95**

Lot Two—  
Choice of Suits  
Sold by A. L. Falk & Co. up to \$25  
**\$11.95**

Lot Three—  
Choice of Suits  
Sold by A. L. Falk & Co. up to \$35  
**\$16.95**

Materials include—Silk Faille, Silk Poplin, Gabardine, Crepe Poplin, French and Manish Serges, Pin Stripes, Checks, Crepes, New Cords, Imported Mixtures, and Novelty Suitings.

STYLES—All the newest models, including the Military, Empire, High Waisted, Sport Wear, Tailored and Trimmed Effects by the score.

COLORS—Every new and popular spring shade is represented, including plenty of navy and Belgian blues, as well as black.

SIZES—All sizes from 14 to 20, for misses and small women; and regular sizes from 34 to 44; also sizes 41 to 53 for stout women.



## A. L. Falk & Company's Stock of CLOTH DRESSES

Choice of  
Dresses  
Sold at \$3.00  
and \$3.98.

**\$1.95**

Choice of  
Dresses  
Sold at \$6, \$7,  
and \$8.

**\$2.95**

All the smartest and most desirable styles in Cloth Dresses are included in this sale of the A. L. Falk stock—which we have divided into two lots for easy choosing.

Materials consist of fine French Serges, New Wool Crepes, Manish Serges, Panama and Poplin Cloths and Novelty Weaves. Styles include the new Eton and Separate Jacket effects, as well as the popular Military, Embroidered and Tailored designs. All sizes for misses and women. All colors and combinations. Our prices, \$1.95 and \$2.95 for choice of values sold at \$3 to \$8.



## The A. L. Falk & Company's Stock of Beautiful Silk Waists

Worth \$2, \$2.50 & \$3

**\$1.00**

The Finest Materials. The Newest Styles.  
The Popular Shades.

The Falk stock of Silk, Lace and Crepe Waists was complete in every detail; the range of styles and materials are so diversified that every woman will be able to find something she likes, and at the same time share in the most wonderful values ever known.

Crepe de Chine Waists  
Pussy Willow Taffeta Waists  
Flowered Chiffon Waists  
Satin-striped Crepe de Chine Waists  
Chamois Tub Silk Waists  
Satin Messaline Silk Waists

Satin-striped Tub Silk Waists  
Mahout Silk Waists  
Heavy Jap Silk Waists  
Embroidered Jap Silk Waists  
Embroidered Crepe de Chine Silk Waists  
Lace and Crepe Waists

All sizes from 24 to 44 in the sale.



## The A. L. Falk & Company's Stock of New Lingerie Waists

Mr. Falk carried a splendid line of popular priced Cotton Waists, as a host of Washington women can testify. The range of smart, becoming styles is unusually large and complete, showing every new idea of the season. Every waist is spic-span, fresh and new—the identical styles and materials that are now being sold about town at twice our prices.

LOT 1—  
**59c**

—for Waists Sold  
at \$1, \$1.25 and  
\$1.50.

LOT 2—  
**\$1.29**

—for Waists Sold  
at \$2, \$2.25 and  
\$2.50.



Dainty, sheer materials now enjoying a great vogue, including French Voiles, fine Mercerized Crepes, Satin-striped Voiles, Batiste, Striped Ratines, Filmy Lingerie, Self-striped Voiles, Colored spot Embroidered Waists, Broadened Tussah Waists, All-over Embroidered Waists, Embroidered Organdie Waists, Flowered Crepe Waists, Rice Cloth and Ratine Waists. All the new and fashionable collar and sleeve effects are shown, and the popular Suspender, Military, and Pleated models are represented in the lot, as well as a score of the daintiest lace-trimmed styles. All sizes from 34 to 44.

## A. L. Falk & Company's Stock of WASH DRESSES AND TUB FROCKS

Sold Regularly at \$2, \$3 & \$4. Choice at

We have grouped the A. L. Falk & Co.'s entire stock of Cotton Street Dresses and Tub Frocks in one lot, and shall offer them at the lowest price ever quoted for such pretty styles and worthwhile qualities.

Materials include all the new weaves of Crepe and Voile, in plain, striped, and figured effects; the smart Blazer stripes, coin check and cube Voiles, Ratines, Tissues, Sheer Lawns, Madras, Crepe Ratines, Piques, and Gingham. Lace trimmed and embroidered effects. Tailored and two-toned designs.

Choice of all the most approved shades and combinations. All sizes for misses and women. Sale price, ONE DOLLAR each!



## A. L. Falk & Company's Stock of House Dresses

Sold Regularly at \$1, \$1.50 and \$2

**69c**

Fine grade fabrics are used with discriminating taste, including genuine Anderson's Gingham, Woven Madras, Renfrew Gingham, Amoskeag Gingham, Chambrays, and Fine Percalles.

All are carefully made and correctly cut. Choice of high, low and Dutch neck models, with long, three-quarter or short sleeves.

All sorts of neat, serviceable color combinations to choose from, in gray, black, navy, lavender, pink, and Copenhagen, as well as plain shades. All sizes from 24 to 48.



## The A. L. Falk & Co.'s Stock of Petticoats, Kimonos, Corsets and Other Wearables

The Falk Stock of Silk Petticoats, including fine quality Messalines, Silk Jersey tops, etc. All desirable street colors and black. Variety of pleated flounces. Falk's prices, \$2 and \$3. Our price, **\$1.39**

The Falk Stock of Cotton Petticoats, of lightweight Black Satteen, with highly lustrous finish, with several new pleated flounces, with tucks and felled seams. All lengths. Falk's price, 79c. Our price, **59c**

Falk's Stock of Crepe and Challis Kimonos, in red, lavender, and Persian colors. Made with shirred yoke and trimmed with plain colored sateen borders. Full cut sizes. Falk's regular \$1 values. Our price, **69c**

Falk's Stock of Fine Crepe Kimonos, the genuine Serpentine grade, in pretty floral designs on white, lavender, pink, red and gray grounds, with wide floral borders. Pretty yokes and sleeves. Falk's price, \$1.50. Our price, **98c**

Batiste Corsets, in medium bust, with embroidery edging, extra well boned, with two large hooks on front clasp and extra good quality hose supporters. All sizes. Regular \$1 models at, **59c**

